### **About Page Content Strategy**

With the deep-dive case studies establishing the *proof* of your work, the About Page is where we build the *persona*. The goal is to tell a compelling story about who you are as a professional—your strategic mindset, your operational process, and the experience that shaped you. This page should make a hiring manager feel like they not only understand your skills but also know what it would be like to work with you.

Here is the content and structure for the About Page.

### **1. My Story (The Narrative Introduction)**

**Goal:** To immediately frame your professional identity around the core problem you solve: bridging the gap between creative strategy and technical execution.

* **Section Headline (h2):  
  My Story: The Architect in the Marketing Room**
* **Narrative Content (p):  
  Great marketing ideas often break at the handoff—the critical point where a creative vision meets the complex reality of technical execution. My career has been built to solve this problem.**I'm Jacob Darling, a marketing leader who operates as both a brand strategist and a systems architect. On one side, I direct bold rebrands, craft compelling narratives, and launch creative campaigns. On the other, I design and build the underlying technical infrastructure—the **CRM logic**, **automation workflows**, and **web architecture**—that makes those campaigns scalable, measurable, and sustainable.  
  This hybrid approach allows me to create deeply integrated solutions that don't just look good, but function brilliantly. I thrive on turning abstract goals into powerful, **revenue-focused marketing engines**.

### **2. My Process (How I Deliver Results)**

**Goal:** To demystify your work and build confidence by showing you have a structured, repeatable process for success. This positions you as a strategic, senior-level professional.

* **Section Headline (h2):  
  My Process: From Insight to Impact**
* **Layout:** This section should be highly visual, ideally a vertical timeline or four clearly numbered modules.
* **Phase 1: Discovery & Audit  
  I start by understanding the "why." This phase involves a deep dive into business goals, a full technical audit of the existing MarTech stack, and a review of all analytics to establish a baseline for success.**
* **Phase 2: Strategy & Architecture  
  With a clear understanding of the goals, I design the blueprint. This includes crafting the brand strategy, mapping the systems architecture and data flows, and defining the KPIs for a comprehensive measurement plan.**
* **Phase 3: Build & Integration  
  This is the execution phase where the blueprint becomes a reality. I lead the hands-on build of all components, from web development and CRM implementation to setting up analytics tracking and producing creative assets.**
* **Phase 4: Optimization & Growth  
  The launch is just the beginning. I use the data we're collecting to make intelligent, data-driven decisions, continuously refining the approach through A/B testing and funnel analysis to drive sustained growth.**

### **3. Professional Journey (Your Experience)**

**Goal:** To provide the chronological backbone of your career. This content should be concise and impact-oriented, reinforcing the themes from your narrative and case studies.

* **Section Headline (h2):  
  Professional Journey**
* **Role 1:**
  + **Title:** Marketing Director & System Architect
  + **Company:** Graston Technique®
  + **Dates:** 2023 – Present
  + **Description:  
    Full-stack marketing and technology leadership for a national healthcare training platform. Led a complete digital transformation, architecting a scalable ecosystem that integrated brand strategy, digital infrastructure, and marketing automation. Key achievements include reducing support tickets by 70% via AI and increasing e-commerce conversions by 40% through checkout innovation.**
* **Role 2:**
  + **Title:** Interim Director of Marketing
  + **Company:** Ultimate Technologies Group
  + **Dates:** 2023
  + **Description:  
    Stabilized marketing operations during a critical leadership transition. Streamlined lead generation workflows, improved GTM tracking, and implemented new CRM efficiencies that resulted in a 40% improvement in campaign production timelines.**
* **Role 3:**
  + **Title:** Marketing Manager → Administrator
  + **Company:** Riley Bennett Egloff, LLP
  + **Dates:** 2015 – 2023
  + **Description:  
    Directed firm-wide marketing, content strategy, and business development programs. Managed a complete digital rebrand and technical SEO overhaul that led to a 35% increase in qualified client inquiries and multiple "Best Law Firm" awards.**